



**NATIONAL**   
**BUDDY CHECK WEEK**

# Communications Kit

**VA**



U.S. Department of Veterans Affairs  
Veterans Experience Office

# NATIONAL BUDDY CHECK WEEK

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## CONNECT WITH 10 VETERAN BUDDIES

### Overview

The inaugural Buddy Check Week, which takes place October 16-20, 2023, is a national campaign that encourages Veterans to connect or reconnect with their Veteran friends – just to check in. A [STRONG Veterans Act of 2022](#) initiative, Buddy Check Week builds on the success of the American Legion’s [Buddy Check program](#) and the Veteran Wellness Alliance’s [Get Involved program](#).

Buddy Check Week resources can be found at: <https://www.va.gov/initiatives/national-buddy-check-week-talk-to-10-veterans/>

Buddy Check Week’s goal is to enhance peer-to-peer connections, improve mental health, and increase access to VA resources. Veterans and their families are encouraged take the pledge to **Talk to 10** buddies during Buddy Check Week.

**We need your help to raise awareness about Buddy Check Week!** This communications kit includes key messages, draft posts, key resources, and scripts that you can use to help spread the word. Thank you, as always, for your partnership and support.

### Key message:

- Take the pledge to **Talk to 10** Veteran buddies during Buddy Check Week – October 16-20, 2023. Check-in, catch up, be a buddy. Learn more at: <https://www.va.gov/initiatives/national-buddy-check-week-talk-to-10-veterans/>
- Take the training before talking – recognize the signs of distress and learn about resources you can recommend to your buddy if needed. Take S.A.V.E. training at: [VA S.A.V.E. \(psycharmor.org\)](https://www.psycharmor.org)
- No one can replace the trust built between Veterans who served together. Don’t let that bond fade, reconnect. If you need help finding buddies from your unit, try <https://togetherweserved.com/findpeople>

### Draft Social Media Copy

#### General options:

1. Take the pledge, **#TalkToTen!** Reconnect with your battle buddies, make sure they’re okay. October 16-20 is Buddy Check Week – be a buddy. <https://www.va.gov/initiatives/national-buddy-check-week-talk-to-10-veterans/>
2. When was the last time you talked to your battle buddy from boot camp? You may be doing great, but are they? Take the pledge to **#TalkToTen** buddies from October 16-20. Learn more

about Buddy Check Week at <https://www.va.gov/initiatives/national-buddy-check-week-talk-to-10-veterans/>

3. All Veterans know “that guy.” He was the one who always lost his cover, always showed up late with the best excuse, but always made you laugh. When was the last time you talked to him? Be a buddy, check in. From October 16-20, we're asking all Veterans to **#TalkToTen** buddies. Learn more at: <https://www.va.gov/initiatives/national-buddy-check-week-talk-to-10-veterans/>
4. Many of your friends may be doing well, but others may need help from the community or VA in some way. Check in on your buddies and connect them to useful resources, such as VA.gov or 1-800-MyVA411 (1-800-698-2411).
5. When's the last time you spoke with your military crew from back in the day? National Buddy Check Week is Oct 16-20, pledge to **#TalkToTen** fellow Vets – let's make a difference together.
6. Do you ever wonder how that Airman, Marine, Soldier, Guardian, or Sailor that you served with is doing today? It's National Buddy Check Week – the perfect time to find out! Take the pledge, **#TalkToTen**! Learn more: <https://www.va.gov/initiatives/national-buddy-check-week-talk-to-10-veterans/>
7. I took the pledge to **#TalkToTen** Veterans during National Buddy Check Week (October 16-20, 2023) because reaching out makes a difference. Learn more at: <https://www.va.gov/initiatives/national-buddy-check-week-talk-to-10-veterans/>

### Key Resources and Fact Sheets:

- <https://www.va.gov/initiatives/national-buddy-check-week-talk-to-10-veterans/> – the best place for Veterans and their families to learn about all things Buddy Check Week.
- [VA S.A.V.E. Training](#) will help you act with care and compassion if you encounter a Veteran who may be in crisis or experiencing suicidal thoughts. Take the training [here](#).
- [VA's Health Care Application Website](#).
- Find Veterans you served with at <https://togetherweserved.com/findpeople>.
- Veterans Crisis Line is available 24/7. You don't have to be enrolled in VA benefits or health care to connect. **Dial 988 then Press 1**, [Chat Online](#), or Text 838255.

### Newsletter Sample Copy

#### I Pledge to Talk to 10 Veterans this Buddy Check Week

In the military, we learned to rely on each other. Now that we're out, that hasn't changed. We all need help sometimes, but do you know when your buddies need help?

From October 16-20, 2023, we're joining the Veteran community in National Buddy Check week to encourage everyone to check in with their battle buddies or rekindle old friendships.

Will you check-in?

#### Take the Pledge to Talk to 10

Reach out to your Veteran friends, check in. Talk about your family, where you live now, how life has changed since you were back on base together.

#### Know How to Help

If you think that your buddy could use some help, tell them about the resources available to him or her.

1. 1-800-MyVA411 (1-800-698-2411) is always the right number to call and a great place to get started with VA.
2. Veterans Crisis Line is available 24/7. **Dial 988 then Press 1**, [Chat Online](#), or Text 838255.
3. Print the [VA Welcome Kit](#) to learn more about what VA offers, how we can help, and how to get started.

### **Take the Training**

Do you know the signs of distress? Take this [30-minute online training](#) and you'll be an even better advocate for your friends.

Many of your friends may be doing well, but others may need help from the community or VA in some way. Be a buddy.

Learn more about Buddy Check Week at <https://www.va.gov/initiatives/national-buddy-check-week-talk-to-10-veterans/>

## **Blog/Article Sample Copy**

### **Buddy Check Week – Talk to 10!**

As part of the STRONG Veterans Act of 2022, the Department of Veterans Affairs (VA) is conducting an inaugural Buddy Check Week October 16 – 20, 2023. During Buddy Check Week, we invite all Veterans to complete peer wellness, resiliency, and [VA S.A.V.E.](#) training with a pledge to contact or **Talk to 10** Veterans. Our goal is to support peer networking, increase access to Veteran resources, improve mental health, promote suicide prevention, and build connections. VA and partners will provide training tools, resources, and other forums to ask questions and share stories about Veterans connecting with peers and battle buddies.

Everyone can be part of the solution by checking in with the Veterans in their life and encouraging them to reach out if they need help. Many of your friends may be doing well, while others may need assistance from the community or VA in some way. Share the 1-800-MyVA411 (1-800-698-2411) phone number, [VA.gov/REACH](#) website, and [VA Welcome Kit](#) as gateways for needed resources.

1-800-MyVA411 (1-800-698-2411) can help your friends with health care, community care, memorial affairs, crisis, debt management, facility locator, benefits assistance, homelessness, and PACT Act information. Sharing the VA Welcome Kit may also prove helpful for your buddies who need more information on VA services and benefits.

### **Get Prepared Now**

Start by accessing the [VA S.A.V.E.](#) training here: [VA S.A.V.E. \(psycharmor.org\)](#). In just 30 minutes, you'll be better equipped to reach your buddies and friends offering the support they may need.

### **Find Friends**

Explore new ways to find your battle buddies and friends using [Together We Served](#) and [RallyPoint](#). Check out other Veteran serving organizations efforts such as [Buddy Check | The American Legion](#) and the [Veteran Wellness Alliance Check In](#) to get involved.

### **Veterans Crisis Line**

Your battle buddies and friends from service may be experiencing a variety of stressors in their life. It's

important to have the right resources handy when talking about life--past, present, and future. The Veterans Crisis Line is the fastest way to get help if your buddy is in crisis or at risk of killing themselves. **Dial 988 then Press 1** if you encounter a friend needing help now.

## **Social Graphics and Flyers**

Below you'll find the primary event flyer and social media graphics:

# BE A BUDDY!

## NATIONAL BUDDY CHECK WEEK

### OCTOBER 16 - 20, 2023



**TAKE THE  
PLEDGE!  
CHECK IN WITH  
10 VETS**



National Buddy Check Week encourages Veterans to connect or reconnect with their Veteran friends – just to check in.

Take the pledge to **#TalkToTen Veterans** at: [VA.gov/initiatives/national-buddy-check-week-talk-to-10-veterans/](https://www.va.gov/initiatives/national-buddy-check-week-talk-to-10-veterans/)

If you think that your Veteran buddy could use some help, tell them about the resources available to him or her.



**1-800-MyVA411** is a great place to get started with VA, it's always the right number to call.



**Veterans Crisis Line** is available 24/7. Dial 988 then Press 1, Chat Online, or Text 838255.



**Get the VA Welcome Kit** to learn what VA offers and how to get started. [VA.gov/welcome-kit](https://www.va.gov/welcome-kit)



Scan this code for valuable training to recognize the signs of distress and learn about resources you can recommend to your buddy if needed.

# BE A BUDDY!

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**TAKE THE  
PLEDGE!  
CHECK IN WITH  
10 VETS**

**OCTOBER 16 - 20, 2023**

**When was the last time  
you talked to your battle  
buddy from basic training?**

**YOU MIGHT BE DOING  
GREAT, BUT ARE THEY?**

**NATIONAL**   
**BUDDY CHECK WEEK**



**KNOW HOW  
TO HELP.**

If you think that a Veteran  
could use some help,  
resources are available.

**NATIONAL**   
**BUDDY CHECK WEEK**



**GET TRAINING TO  
KNOW THE SIGNS  
OF A CRISIS.**

Check-in with 10 of  
your Veteran friends.

**NATIONAL**   
**BUDDY CHECK WEEK**



**RECOGNIZE  
THE SIGNS  
OF DISTRESS.**

Get training to know  
the signs of a crisis.

**NATIONAL**   
**BUDDY CHECK WEEK**



**BE A BUDDY!**

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**BUDDY CHECK WEEK**



**REACH  
OUT TO 10  
VETERANS.  
CHECK IN  
TODAY!**

**When was the last time  
you talked to your battle  
buddy from boot camp?**

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**GET TRAINING TO KNOW  
THE SIGNS OF A CRISIS.**

Check-in  
with 10 of  
your Veteran  
friends.



**NATIONAL**   
**BUDDY CHECK WEEK**

# RECOGNIZE THE SIGNS OF DISTRESS.

Get training to know the signs of a crisis.



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**BUDDY CHECK WEEK**

# BE A BUDDY!

REACH OUT TO 10 VETERANS. CHECK IN TODAY!

**NATIONAL**   
**BUDDY CHECK WEEK**



When was the last time you talked to your battle buddy from boot camp?

**YOU MIGHT BE DOING GREAT, BUT ARE THEY?**



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# BE A BUDDY!



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OCTOBER 16 - 20, 2023

## KNOW HOW TO HELP.



If you think that a Veteran could use some help, resources are available.

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When was the last time you talked to your battle buddy from basic training?



YOU MIGHT BE DOING GREAT, BUT ARE THEY?

**NATIONAL**   
**BUDDY CHECK WEEK**

## GET TRAINING TO KNOW THE SIGNS OF A CRISIS.



Check-in with 10 of your Veteran friends.

**NATIONAL**   
**BUDDY CHECK WEEK**

**RECOGNIZE THE  
SIGNS OF DISTRESS.**



Get training to know  
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